DOCUMENT RESUME

ED 190 910 CE 026 615

AUTHOR	Hill, Carol L., Comp.
TITLE	Vocational Instructional Materials for Marketing and Distributive Education Available from Federal Agencies.
INSTITUTION	Human Resources Management, Inc., Washington, D.C.
SPONS AGENCY	Office of Vocational and Adult Education (ED), Washington, D.C.
PUB DATE	80
CONTRACT	300-79-0420
NOTE	31p.; For related documents see CE 026 614-621.
AVAILABLE FROM	Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 (Stock No. 065-000-00013-0, $2.25).
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Adult Education: Advertising: Agribusiness: Annotated Bibliographies: Banking: Career Education: Citations (References): *Distributive Education: *Federal Programs: Finance Occupations: Food Service Occupations: *Instructional Materials: *Marketing: Postsecondary Education: Real Estate Occupations: *Resource Materials: Resources: Sales Occupations: Secondary Education: Transportation
IDENTIFIERS	United States

ABSTRACT

This listing of federally produced curriculum and instructional materials for marketing and distributive education is one of eight annotated bibliographies that provide information for vocational educators at the secondary, postsecondary, and adult levels. Introductory information given includes a description of how to use the listing and sources and ordering information. The remainder of the guide is comprised of citations of printed and audiovisual materials in the following subject areas: general references: advertising: marketing research: floristry, farm, and garden supplies marketing: banking: securitites and commodities: food marketing: sales: purchasing: home and office products marketing: building materials marketing: recreational products marketing: real estate marketing: transportation and travel marketing: and international trade. Also included are sections containing general vocational education materials and career education materials. The basic format for each entry is comprised of three sections: (1) bibliographical information, listing the title, publication number, type of material, personal author, federal sponsor, publisher, publication date, number of pages, and the price: (2) a source code, which gives the federal organization from which the material can be ordered: and (3) an annotation or explanatory notes describing the use and intended users of the material. An order form is appended. (LRA)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED190910

vocational instructional materials for

Marketing and Distributive Education

available from federal agencies

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

Compiled by
Carol L. Hill

Human Resources Management, Inc.
1101 30th Street, N.W., Suite 301
Washington, D.C. 20007
1980

CE 026 615

Developed pursuant to Contract No. 300-79-0420

U.S. Department of Education
Office of Vocational and Adult Education
Office of Employment and Education
Division of Program Improvement
Curriculum Development Branch

The activities which resulted in this volume were supported in whole or in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the Department of Education, and no official endorsement by the Department of Education should be inferred.

ACKNOWLEDGEMENTS

The project was most fortunate to have the following outstanding Advisory Group of Vocational Educators:

Dr. James Barge, Director, Special Programs, Division of Vocational Education, State Department of Education, Florida
Ms. Yvonne Bender, Health Occupations Specialist, Division of Adult Education, State Department of Vocational Technical Education, Oklahoma
Ms. Beverly Campbell, Consultant, Apprenticeship & Health Careers, Vocational Education Support Services Section, State Department of Education, California
Ms. Ruth Fossedal, Director/Counselor, Women's Development Center, Waukesha County Technical Institute, Pewaukee, Wisconsin
Mr. C.M. Green, Director, Division of Vocational Education, State Department of Education, Connecticut
Dr. Elizabeth Iannizzi, Professor, New York City Community College
Dr. Max E. Jobe, Associate Professor, Department of Secondary and Higher Education, East Texas State University
Mr. Peter S. Labruzzo, Coordinator, Tampa Skills Center, Florida
Ms. Angelica Martiniano, Director of Training Programs, National Puerto Rican Forum, New York City
Dr. Clifford L. Nelson, Chairman, Department of Agricultural & Extension Education, University of Maryland
Ms. Fannie Nelson, Instructor, Vocational Home Economics, Kansas City Technical Education
Mr. Jerry Rosener, President, National Association of Distributive Education Teachers, Reston, Virginia
Ms. Jill Russell, Program Associate, National Center for Research in Vocational Education, Ohio State University
Dr. James F. Shill, Director, Research and Curriculum Unit, College of Education, Mississippi State University
Dr. Douglas C. Towne, President, Designed Learning Associates, Beaverton, Oregon

Appreciation is extended to the personnel in the federal organizations who gave so generously of their time and enthusiasm throughout the project. A special word of thanks goes to project team members Cecilia Jaramillo, Dr. Robert Morris, and Jane Buckley for their valuable contributions to the preparation of these listings.

Carol L. Hill
Project Director
June 1980

CONTENTS

ACKNOWLEDGEMENTS iii

INTRODUCTION 1

HOW TO USE THIS LISTING 3

SOURCE AND ORDERING INFORMATION 5

MARKETING AND DISTRIBUTIVE EDUCATION MATERIALS 11

- General References 11
- Advertising 12
- Marketing Research 12
- Floristry, Farm and Garden Supplies Marketing 12
- Banking 12
- Securities and Commodities 12
- Food Marketing 12
- Sales 13
- Purchasing 13
- Home and Office Products Marketing 14
- Building Materials Marketing 14
- Recreational Products Marketing 14
- Real Estate Marketing 14
- Transportation and Travel Marketing 14
- International Trade—Import, Export and Marketing 14

VOCATIONAL EDUCATION MATERIALS 17

CAREER EDUCATION MATERIALS 21

ORDER FORMS 27

INTRODUCTION

Each year the Federal Government prepares and releases thousands of quality publications. Human Resources Management surveyed this vast resource to identify, review and annotate materials developed since 1975 which are suitable for use by vocational education teachers. These materials are cited in eight separate volumes which are listed on the inside cover of this booklet. In addition to the traditional vocational education program areas, efforts were made to locate and annotate materials for use with the handicapped, disadvantaged, older Americans, displaced homemakers, youth and clientele of CETA programs. Also, general references for vocational and career education are included in each booklet. While these listings are by no means exhaustive, the materials are representative of both print and nonprint materials which can be obtained free or for a nominal charge from federal organizations. Every attempt possible has been made to ensure that the organizational names are the latest and most accurate. However, materials from the former U.S. Department of Health, Education and Welfare (HEW) were developed and annotated prior to the recent division of the Department into the Department of Health and Human Resources and the new Department of Education. Thus, the old name HEW has been used.

[Since this bibliography was prepared, some items may have been discontinued or have price increases. You may wish to write the source for updated information before placing an order with payment.]

HOW TO USE THIS LISTING

Materials selected for inclusion in this booklet have been placed under the subject headings as given in the table of contents. The basic format used for each title entry is composed of three sections:

- **bibliographical information** listing the title, publication number, type of material, personal author, federal sponsor, publisher, publication date, number of pages, and the price
- **a source code** which gives the federal organization from which the material can be ordered and the appropriate stock or order number or letters
- **an annotation** or explanatory notes giving the use and intended users of the material

The same format has been used in citing both printed and audiovisual materials. In cases where a series has been cited, the title of the series and other information common to all its volumes are contained in the bibliographical information section. Following the source section, individual entries for each of the volumes are listed.

The examples below detail the various components of an individual entry and an entry for a series:

INDIVIDUAL ENTRY

BIBLIOGRAPHICAL INFORMATION

CLEAN WATER. Publication No. 39. Booklet.
Elaine West. Environmental Protection Agency, Office of Public Awareness. Government Printing Office, 1977. 30pp. $2.00 ea.

SOURCE CODE

GPO S/N 000-002-012

ANNOTATION

This booklet is about the dairy products industry and water pollution. It discusses pollution control and what the industry must do to keep from polluting water.

TITLE
PUBLICATION NUMBER
TYPE OF MATERIAL
FEDERAL SPONSOR
PERSONAL AUTHOR
PUBLISHER
PRICE
PUBLICATION DATE
PAGINATION
ORDER NUMBER

SERIES ENTRY

BIBLIOGRAPHICAL INFORMATION

HOW INDUSTRY AFFECTS CLEAN WATER. Booklets. Environmental Protection Agency, Office of Public Awareness. Government Printing Office.

SOURCE CODE

Source: GPO

ANNOTATION

This series is composed of the following:

BIBLIOGRAPHICAL INFORMATION

RUBBER PROCESSING INDUSTRY. Publication No. 30. 1975. 20pp. $0.80 ea. S/N 000-003-010.

BEET SUGAR PROCESSING INDUSTRY. Publication No. 31. 1976. 26pp. $1.10 ea. S/N 000-003-011.

THE DAIRY PRODUCTS INDUSTRY. Publication No. 32. 1977. 24pp. $0.90 ea. S/N 000-003-012.

TITLE
TYPE OF MATERIAL
FEDERAL SPONSOR
PUBLISHER
SOURCE
PRICE
PUBLICATION DATE
ORDER NUMBER
PUBLICATION NUMBER
PAGINATION

ABBREVIATIONS USED IN THIS LISTING

approx.	approximately	**B&W**	black and white
BR	braille	**cm**	centimeter
col.	color	**comp.**	compiler
ea.	each	**ed.**	editor
et al.	and others	**ill.**	illustrated
in.	inch(es)	**IPS**	inches per second
min.	minute(s)	**MM**	millimeter
mono	monaural	**No.**	number
Opt. Sd.	optical sound	**RC**	recorded cassette
RD	recorded disc	**RM**	recorded master
RPM	revolutions per minute	**Rev.**	revised
S	side(s)	**S/N**	(GPO) stock number
V.	volume		

SOURCE AND ORDERING INFORMATION

The names and addresses of the sources from which materials described in this volume can be ordered are listed below. In addition, ordering information and brief descriptions of some of these sources are included. Requests for materials or information should be directed to the specific offices as indicated. Since the source of the material is not always the same as the federal sponsor, it is important that the information on the "source code" line be used for ordering. Most offices will accept checks or money orders but not currency. Sources vary as to which charge cards are acceptable, discount rates, arrangements for deposit accounts, order forms and guidelines, special mail handling requirements, and availability of materials on microfiche or computer magnetic tapes. Write individual sources for details. Since many of these materials can be ordered from either the Government Printing Office or the National Audiovisual Center (Government Services Administration), order blanks for these two sources can be found at the back of the booklet. Please note that prices are subject to change. Most materials may be delivered sooner, but allow 30 to 60 days for delivery.

ORDERING SOURCES

ACTION **Action/Peace Corps**
Information Collection and Exchange
806 Connecticut Ave., N.W.
Washington, D.C. 20525

Action's Information Collection and Exchange makes available technical publications on training, programming and appropriate technology developed by Peace Corps volunteers. Training guides, curricula, lesson plans, manuals, and other materials developed in the field are collected and reviewed. Listings of publications are available on request.

CERN **Consumer Education Resource Network**
1500 Wilson Blvd.
Suite 800
Rosslyn, VA 22209

The Consumer Education Resource Network provides reference and referral services to all consumer educators. Services include publications such as ConCERNs, a monthly publication, training, and technical assistance. Requests may be made in person, by mail, or via the toll-free telephone line: 800-366-0223.

CFTC **U.S. Commodity Futures Trading Commission**
2033 K Street, N.W.
Washington, D.C. 20581

CPSC **U.S. Consumer Product Safety Commission**
Office of Communications
111 18th St., N.W.
Washington, D.C. 20207

Publications and films on product safety are available on request.

CRC **U.S. Commission on Civil Rights**
1121 Vermont Ave., N.W.
Washington, D.C. 20425

In addition to advancing the cause of equal opportunity, it serves as a national clearinghouse for civil rights information. Commission publications are made available on request from the Publications Management Division; a catalog of publications is also available upon request.

DOC/NBS **U.S. Department of Commerce**
National Bureau of Standards
Office of Technical Publications
Washington, D.C. 20234

The Department of Commerce's National Bureau of Standards develops measurement standards and techniques that affect science, industry, and commerce, and facilitates their effective application for the public good. For information on publications contact the Office of Technical Publications; films are available on free loan to scientific and professional organizations, educational institutions, and nonprofit community groups from:

Modern Talking Picture Service
5000 Park Street N.
St. Petersburg, FL 33709

DOC/OC **U.S. Department of Commerce**
Office of Communications
Washington, D.C. 20230

DOE/IIR **U.S. Department of Energy**
Office of Intergovernmental and Institutional Relations
Washington, D.C. 20585

This office performs outreach and consumer affairs coordination functions. It maintains and oversees Department of Energy relations with Congress, the news media, States, private institutions and consumer interests.

DOE/PA **U.S. Department of Energy**
Office of Public Affairs
1000 Independence Ave., S.W.
Washington, D.C. 20585

DOE/RA **U.S. Department of Energy**
Office of Resource Applications
RA-324
Room 3518, Federal Building,
MS 3344
Washington, D.C. 20461

This office is responsible for developing, managing, and directing policies and programs to increase domestic energy supplies.

DOE/TIC **U.S. Department of Energy**
Technical Information Center
P.O. Box 62
Oak Ridge, TN 37830

Orders for complete sets or bulk quantities of individual titles are only available to teachers, librarians, and energy information centers and should be submitted on official letterhead stationery.

Individuals may request up to five titles.

For information on printing negatives, write to:

U.S. Department of Energy
Division of Editorial Services
Washington, D.C. 20585

DOI/PA **U.S. Department of the Interior**
Office of Public Affairs
Washington, D.C. 20240

DOJ/LEAA **U.S. Department of Justice**
Law Enforcement Assistance Administration
633 Indiana Ave., N.W.
Washington, D.C. 20531

LEAA serves as a national and international clearinghouse for the exchange of criminal justice information through the National Criminal Justice Reference Service.

DOJ/PI **U.S. Department of Justice**
Office of Public Information
Constitution Ave. & 10th Street, N.W.
Washington, D.C. 20530

DOL/BLS **U.S. Department of Labor**
Bureau of Labor Statistics
Information Office—Rm. 1539
441 G Street, N.W.
Washington, D.C. 20212

The Bureau of Labor Statistics collects and analyzes data on areas such as manpower and labor requirements, employment, labor force, wages, labor-management relations, occupational safety and health. The information is issued in monthly press releases, in special publications, and in its official journal. There are BLS regional offices throughout the country which also issue additional reports.

Publications are available both free and for sale.

DOL/ETA **U.S. Department of Labor**
Employment and Training Administration
Rm. 10225
601 D Street, N.W.
Washington, D.C. 20213

The Department of Labor's Employment and Training Administration publishes booklets, pamphlets, and reports on apprenticeship programs, work experience, unemployment insurance, occuptional analyses, and research results. Consumer fact sheets on ETA's major programs and other periodicals are also available. Single copies of most publications are available free of charge.

DOL/IPR **U.S. Department of Labor**
Office of Information, Publications, and Reports
Room S1032
200 Constitution Avenue, N.W.
Washington, D.C. 20210

DOL/WB **U.S. Department of Labor**
Women's Bureau
200 Constitution Avenue, N.W.
Washington, D.C. 20210

Formulates standards and policies to promote the welfare of working women and improve their working conditions and investigates and reports on such matters. The Women's Bureau has 10 regional offices throughout the U.S. Single copies of publications are free of charge.

DOT/FAA **U.S. Department of Transportation**
Federal Aviation Administration
Office of Public Affairs
Public Information Center-APA-430
800 Independence Avenue, S.W.
Washington, D.C. 20591

The Department of Transportation's Federal Aviation Administration regulates air commerce, fosters aviation safety, and promotes civil aviation and a national system of airports. For additional information contact the Office of Public Affairs; Free FAA publications are available from:

U.S. Department of Transportation
Publications Section-M-443.1
Washington, D.C. 20590

DOT/FHA **U.S. Department of Transportation**
Federal Highway Administration
400 7th Street, S.W.
Washington, D.C. 20590

The Department of Transportation's Federal Administration administers the Federal-aid highway program of financial assistance, and highway safety and beautification programs. It also develops and administers training programs, fellowship programs in highway safety transportation research and education and a highway technician scholarship program.

DOT/NHTSA **U.S. Department of Transportation**
National Highway Traffic Safety Administration
400 7th Street, S.W.
Washington, D.C. 20590

The National Highway Traffic Safety Administration maintains and collects scientific and technical information on motor vehicle safety. It serves as a documentary reference point for Federal, State and local agencies, industry, educational organizations, and the public.

DOT/PCA **U.S. Department of Transportation**
Office of Public and Consumer Affairs
700 7th Street, S.W.
Washington, D.C. 20590

DOT/TSC **U.S. Department of Transportation**
Transportation Systems Center
Office of Technology Sharing
Kendall Square, Code 151
Cambridge, MA 02142

Among its other activities, the Center collects and disseminates transportation information and statistics to regional, State and local organizations and consumers.

DOT/UMTA **U.S. Department of Transportation**
Urban Mass Transportation Administration
Office of Policy and Program Development
400 7th Street, S.W.
Washington, D.C. 20590

The Department of Transportation's Urban Mass Transportation Administration assists in the development of improved mass transportation systems; it maintains 10 field offices throughout the U.S.

DT/PA **U.S. Department of the Treasury**
Office of Public Affairs
Room 2324
Washington, D.C. 20220

EPA/PA **U.S. Environmental Protection Agency**
Office of Public Awareness
401 M Street, S.W.
Washington, D.C. 20460

This office develops and maintains information and public awareness programs. Inquiries for information on films, publications and speakers can be directed to this office.

EPA/PIC **U.S. Environmental Protection Agency**
Public Information Service
401 M Street, S.W.
Washington, D.C. 20460

The Public Information Center provides information about EPA's programs and makes available EPA publications.

ERIC **U.S. National Institute of Education**
Educational Resources Information Center
1220 19th Street, N.W.
Washington, D.C. 20208

ERIC is a national information system sponsored by the National Institute of Education. It disseminates education research results, practitioner-related materials and other resource information.

FMC **U.S. Federal Maritime Commission**
1100 L Street, N.W.
Washington, D.C. 20573

FTC **U.S. Federal Trade Commission**
Office of Public Information
Pennsylvania Avenue at Sixth Street, N.W.
Washington, D.C. 20580

A free list of publications is available on request.

GPO **U.S. Government Printing Office**
Superintendent of Documents
Washington, D.C. 20402

In addition to being the Federal government's printer and bookbinder it sells government publications and prepares catalogs. It sells over 25,000 various publications. A free information brochure *Consumer Guide to Federal Publications* provides a description of the services provided by GPO which maintains bookstores in 20 cities.

GSA/CIC **U.S. General Services Administration**
Consumer Information Center
Pueblo, CO 81009

By encouraging Federal agencies to develop and release useful consumer information the Consumer Information Center attempts to increase public awareness of this information. It issues a quarterly publication and distributes it free of charge.

GSA/FIC **U.S. General Services Administration**
Federal Information Center

Federal Information Centers, clearinghouses of information about the Federal Government are maintained in 38 major metropolitain areas. Information requests can be made by letter, telephone, or in person. For a list of Federal Information Centers, write to:

U.S. General Services Administration
Office of Public Affairs
Washington, D.C. 20405

GSA/NAC **U.S. General Services Administration**
National Audiovisual Center
Washington, D.C. 20409

The General Services Administration's National Audiovisual Center is the central clearinghouse for all Federal audiovisual materials. They are available for public use through information and distribution services:

Sales: Motion pictures, video formats, slide sets, audiotapes, and multimedia kits are available for purchase. Conversion to other media formats can be made.

Rental: Only 16mm motion pictures are available for rent.

Loan Referrals: Free loan distribution of 16mm motion pictures is available to the public from regional Federal agency offices. The Center refers users to closest loan distributor.

For purchase or rental of materials, contact the *Order Section/ RI*; include title and title number of material and make checks payable to National Archives Trust Fund (NAC). To be billed, an official purchase order or letter on official letterhead is required.

For information on other services contact the *Reference Section RL*.

HEW/HDS **U.S. Department of Health, Education, and Welfare**
Office of Human Development Services
Washington, D.C. 20201

This office administers social and rehabilitation services and human development programs oriented towards special populations—the elderly, low-income children, metally and physically handicapped.

HEW/HRA **U.S. Department of Health, Education, and Welfare**
Health Resources Administration
Office of Communications
3700 East-West Highway
Hyattsville, MD 20782

As part of HEW's Public Health Service, HRA identifies health care resource problems, and maintains the distribution of these resources to improve the health care system.

Single copies of most publications are available, free of charge:

H.R.A.
Office of Communications
3700 East-West Highway
Hyattsville, MD 20782

HEW/NIE **U.S. Department of Health, Education, and Welfare**
National Institute of Education
Office of Public Information
1200 19th Street, N.W.
Washington, D.C. 20208

HEW/OE **U.S. Department of Health, Education, and Welfare**
Office of Education
Education Information Center
Washington, D.C. 20202

Single copies available free while supply lasts.

HEW/PHS **U.S. Department of Health, Education, and Welfare**
Public Health Service
Office of Public Affairs
200 Independence Ave., S.W.
Washington, D.C. 20201

Inquiries about films and publications should be sent to the above address.

HUD/PIC **U.S. Department of Housing and Urban Development**
Public Information Center
451 7th Street, S.W.
Washington, D.C. 20410

LC/NLSBPH **Library of Congress**
National Library Service for the Blind and Physically Handicapped
Reference Section
1291 Taylor Street, N.W.
Washington, D.C. 20542

The NLS is a free national library program of braille and recorded materials for blind and physically handicapped persons. Reading materials are distributed to cooperating regional and local libraries which circulate them to eligible borrowers. These materials are sent to borrowers and returned to libraries by postage-free mail. In addition to its book and magazine collection, the following services are also offered:

- special equipment—playback equipment is loaned free to readers
- music services—music materials are available from the Music Section
- volunteer services—free correspondence course leading to braille transcribing certification and proofreading are available
- information services—questions in reference to blindness and physical handicaps are answered.

LC/NRC **Library of Congress**
National Referral Center
Washington, D.C. 20540

The Library of Congress' National Referral Center is a free referral service which directs those with questions to resources which have the information. The referral service uses a subject-indexed, computerized file of 13,000 organizations of information resources including not only traditional information sources, but also such sources as professional associations and grass roots citizens' organizations. Requests for referral services may be made by letter, telephone (202-287-5670, Reference Section), or in person.

NASA **National Aeronautics and Space Administration**
400 Maryland Ave., S.W.
Washington, D.C. 20546

NASA conducts research on space technology, flight, and exploration within and outside the earth's atmosphere. Services include speakers, films, and exhibits. Publications include *NASA Directory of Services for the Public, NASA Film List,* and *NASA Educational Publications List.* For further information, contact the NASA Headquarters Information Center, Washington, D.C. 20546.

NCRVE **National Center for Research in Vocational Education**
The Ohio State University
1960 Kenny Road
Columbus, OH 43210

The National Center for Research in Vocational Education's purpose is to increase the ability of institutions to solve educational problems relating to individual career planning and preparation. Under a contract with the U.S. Office of Education's Bureau of Occupational and Adult Education, it serves as a clearinghouse. For additional information on the Center's services, programs and projects, write to the *Program Information Office*; for information on products or publications, write to the *Publications Office.*

NSF **National Science Foundation**
1800 G Street, N.W.
Washington, D.C. 20550

The National Science Foundation initiates and supports research and education activities in all scientific disciplines. Major national and international science programs include the U.S. Antarctic Program and the International Decade of Ocean Exploration. To learn about the Foundation's information and publication dissemination activities, write either the Publications Unit, or the Public Information Branch.

NTIS **U.S. Department of Commerce**
National Technical Information Service
5285 Port Royal Road
Springfield, VA 22161

NTIS is the Federal government's central point for the sale of government funded research and development reports. The following services are available:

- NTI Search-on-line computer search service locates abstracts on 650,000 research reports; copies of reports are sold in paper or microfiche.
- NTIS Bibliographic Data File (on magnetic tape) of published and unpublished abstracts is available for lease.

OPM **U.S. Office of Personnel Management**
Distribution Unit
Room B-431
7900 E Street, N.W.
Washington, D.C. 20415

The Office of Personnel Management (OPM), formerly the Civil Service Commission, administers the Federal employment merit system. OPM makes available career guidance films and other audiovisuals and publications addressed to various audiences. It maintains ten regional offices throughout the U.S. Employment information is available through OPM's Job Information Centers.

PCEH **President's Committee on Employment of the Handicapped**
1111 20th Street, N.W.
Washington, D.C. 20210

SBA **U.S. Small Business Administration**
Office of Public Information
1441 L Street, N.W.
Washington, D.C. 20416

TVA **Tennessee Valley Authority**
Office of Public Information
400 Commerce Avenue
Knoxville, TN 37902

The TVA is a Government-owned corporation that conducts a resource development program for economic growth in the Tennessee Valley region. Information on environmental education and agriculture and on publications and films is available.

USDA/OC **U.S. Department of Agriculture**
Office of Communications
Washington, D.C. 20250

Free publications are available from this office.

USDA/ES **U.S. Department of Agriculture Extension Service**

Four USDA agencies—Agricultural Research Service (ARS), Cooperative State Research Service (CSRS), Extension Service (ES), and the National Agricultural Library (NAL)—have been merged to form the new Science and Education Administration.

Requests for publications should be sent to:

U.S. Department of Agriculture
Science and Education Administration
Publication Requests and Distribution
Information Staff
Washington, D.C. 20250

USDA/FNIERC **U.S. Department of Agriculture**
The Food and Nutrition Information and Education Resources Center
National Agricultural Library
Room 304
Beltsville, MD 20705
Tel.: 301-344-3719

The Food and Nutrition Information and Education Resources Center is a part of the Department of Agriculture Science and Education Administration. It serves as an information center for groups and individuals interested in human nutrition, food service management, and food technology by providing the following services:

- acquires and lends books and audiovisuals
- provides photocopies of journal articles
- provides specific answers to questions on food and nutrition
- provides comprehensive reference services including computer searches.

The collection of materials ranges from children's materials to more sophisticated professional information. Information requests are received by telephone and mail; personal visits are also welcomed.

USDA/GPA **U.S. Department of Agriculture**
Office of Governmental and Public Affairs
Publications Division
Washington, D.C. 20250

Single copies of most publications are available free; request a free copy of List 5 of current available publications and prices.

USDA/SEA **U.S. Department of Agriculture**
Science and Education Administration
Publication Requests and Distribution
Information Staff
Washington, D.C. 20240

The former Agricultural Research Service (ARS), Cooperative State Research Service (CSRS), Extension Service (ES), and the National Agricultural Library (NAL) have been merged to form the SEA, which maintains four regional offices throughout the U.S.

USPS **U.S. Postal Service**
Office of Public Communications
475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260

Publications, films, and speakers are available on request.

MARKETING AND DISTRIBUTIVE EDUCATION

GENERAL REFERENCES

CAREER EXPLORATION IN MARKETING AND DISTRIBUTION. Department of Health, Education, and Welfare, Office of Education. 1975. 332pp. $4.65 ea.

Source: GPO S/N 017-080-01494-7

CONCEPTUAL FRAMEWORK FOR CURRICULUM DECISIONS IN EDUCATION AND MARKETING AND DISTRIBUTION CAREERS. Department of Health, Education, and Welfare, Office of Education. 1976. 66pp. $1.30 ea.

Source: GPO S/N 017-080-01549-8

SALES OCCUPATIONS. Department of Labor, Bureau of Labor Statistics, 1978. Revised 1980. 22pp. ill. $0.50 ea.

Source: GPO S/N 029-001-02080-5

Gives the employment outlook for automobile sales workers, buyers, insurance agents and brokers, manufacturers' sales workers, real estate agents and brokers, retail trade sales workers, route drivers, security sales workers, travel agents, and wholesale trade sales workers.

SMALL BUSINESS OCCUPATIONS. Department of Labor, Bureau of Labor Statistics. 1978. Revised 1980. 18pp. ill. $0.50 ea.

Source: GPO S/N 029-001-02093-7

Gives the employment outlook for barbers, cosmetologists, funeral directors and embalmers, furniture upholsterers, jewelers, locksmiths, piano and organ tuners and repairers, shoe repairers, television and radio service technicians, and watch repairers.

INCREASING JOB OPTIONS FOR WOMEN. 101 min., 2 x 2 Slides, Audiocassette, Col. 1976. Sale $26.25

Source: GSA/NAC Title No. 007846/RB

Shows women working in a variety of non-traditional jobs, such as professional, technical, administrative, and managerial workers, in the skilled trades, and as repairers and machine operators. Encourages women to consider non-traditional occupations because they usually pay better than traditional women's jobs. Reviews Equal Employment Opportunity Officer Regulations against Sex Discrimination in Employment and Office of Contractor Compliance Requirements for Affirmative Action. 74 slides. 1 Audiocassette. 2-Track Mono. With audible advance signals. Script included.

WHY NOT A WOMAN? 26 min., 16 MM Film, Opt. Sd., Col. 1977. Sale $150.75

Source: GSA/NAC Title No. 010571/RB

Shows women working successfully in non-traditional jobs like welders, carpenters, and mechanics. Explores the attitudes of their male co- workers, supervisors, personnel managers, and teachers. Demonstrates the wide range of job options and training available to girls and women. Presents audiences with a realistic and entertaining argument against the long standing myths about women and work. Attempts to direct audiences to reassess their deep-seated attitudes about working women.

DISTRIBUTIVE EDUCATION PROGRAMS: A PROGRAM INFORMATION PUBLICATION. Book. Department of Health, Education, and Welfare, Office of Education. 1978. 44pp. $2.30 ea.

Source: GPO S/N 017-080-01898-5

This book provides resource information on establishing, implementing, and evaluating a distributive education program.

ANNUAL EARNINGS AND EMPLOYMENT PATTERNS OF PRIVATE NONAGRICULTURAL EMPLOYEES, 1973-75. Bulletin 2031. Department of Labor, Bureau of Labor Statistics. 1979. 383pp. $7.50 ea.

Source: GPO S/N 029-001-02386-3

This bulletin presents statistics on annual earnings and employment in the United States in 1973, 1974, and 1975. The Bureau of Labor Statistics developed the data from a 1% random sample of records of the Social Security Administration and the Railroad Retirement Board. The data provide a more accurate picture of annual earnings and employment patterns by industry than is available from any other source. The data are the last available from the Social Security Administration and provide historical continuity with the other published data in the series.

EXPLORING CAREERS. Handbook. Department of Labor, Bureau of Labor Statistics. 1979. 550pp. $10.00 ea.

Source: GPO S/N 029-001-02224-7. Also available from DOL/BLS.

A career education resource designed and written for junior high students; older students will find this book useful also. It can be used in classrooms, career resource centers and youth programs and is packaged to facilitate either group or individual use. Titles of individual chapters are: The World of Work and You, Industrial Production Occupations; Office Occupations; Service Occupations; Education Occupations; Sales Occupations; Construction Occupations; Transportation Occupations; Scientific and Technical Occupations; Mechanics and Repairers; Health Occupations; Social Scientists; Social Service Occupations; Performing Arts, Design and Communications Occupations; Agriculture, Forestry, and Fishery Occupations. *Exploring Careers* can be purchased as: A single volume, $10.00 ea.; 15 sepa-

rate booklets, one for each chapter, $2.00 ea.; a set of 15 booklets, $12.00 set, S/N 029-001-02225-5.

ADVERTISING

PRODUCING A PUBLIC RELATIONS PROGRAM FOR DISABLED ADULTS. Federal Communications Commission. 1978. 24pp. $1.30 ea.

Source: GPO S/N 040-000-00397-5

SALES, PROMOTION, AND PRODUCT DIFFERENTIATION IN TWO PRESCRIPTION DRUG MARKETS. Federal Trade Commission. 1977. 164pp. ill. $2.75 ea.

Source: GPO S/N 018-000-00207-8

MARKETING RESEARCH

THIS IS USDA'S AGRICULTURAL MARKETING SERVICE. Department of Agriculture. 1977. 34pp. ill. $0.60 ea.

Source: GPO S/N 001-000-03599-1

AUTOMATION IN THE MARKETPLACE. NBS Consumer Information Series 10. Booklet. Shirley M. Radack and Grace G. Burns. Department of Commerce, National Bureau of Standards. Government Printing Office. 1978. 10pp. $0.90 ea.

Source: GPO S/N 003-003-01969-1

Intended to help the consumer better understand recent changes in the market place, this booklet describes new uses of computers and automation by the grocery, retail, and banking communities.

FLORISTRY, FARM AND GARDEN SUPPLIES MARKETING

AGRICULTURAL MARKETING BULLETINS. Department of Agriculture.

Source: GPO

How Fresh Peaches Are Marketed. 1978. 27pp. ill. S/N 001-000- 03829-0. $1.20 ea.

Inspection And Grading Services For Processed Fruits And Vegetables. 1975. 12pp. ill. S/N 001-000-04064-2. $1.00 ea.

Market News Service On Dairy Products. 1977. 10pp. S/N 001-000- 03661-1. $0.35 ea.

USDA Grade Standards For Crease Mohair And Mohair Top. 1977. 18pp. ill. S/N 001-000-03648-3. $0.55 ea.

USDA Grades For Pork Carcasses. 1970. 18pp. S/N 001-000-01005-1. $0.35 ea.

USDA Yield Grades For Beef. 1978. 19pp. ill. S/N 001-000-03800-1. $0.90 ea.

BANKING

INNOVATIVE FINANCING: BANKS AND ENERGY CONSERVATION. Department of Energy, Office of the Secretary. 1978. 83pp. $3.00 ea.

Source: GPO S/N 061-000-00096-8

Describes the results of a project that examines what commercial banks could do on their own to encourage energy conservation in existing residences.

SECURITIES AND COMMODITIES

EAGLE ON THE STREET. 12 min., 2 x 2 Slides, Audiocassette, Col. 1975. Sale $23.25

Source: GSA/NAC Title No. 008274/RR

Traces the development of the securities industry in the U. S. from its origins on Wall Street in the late 18th century through the precipitous 1929 crash of the stock market. Relates the reasons for the creation of the Securities and Exchange Commission in 1934 and how the SEC administers the various laws that relate to the field of securities and finance. 69 Slides. 1 Audiocassette. 2-Track. Mono., with audible and inaudible advance signals. Script included.

ECONOMIC PURPOSES OF FUTURES TRADING. Government Printing Office. 1978. 16pp. ill. $1.00 ea.

Source: GPO S/N 052-003-00562-0

Explains the futures trading system, defines the role of speculators on the futures market, and discusses how the Commodity Futures Trading Commission regulates the market to ensure fair practice and honest dealing in futures trading.

FOOD MARKETING

AGRICULTURAL MARKETING BULLETINS. Department of Agriculture.

Source: GPO

How Fresh Peaches Are Marketed. 1978. 27pp. ill. S/N 001-000- 03829-0. $1.20 ea.

Inspection And Grading Services For Processed Fruits And Vegetables. 1975. 12pp. ill. S/N 001-000-04064-2. $1.00 ea.

Market News Service On Dairy Products. 1977. 10pp. S/N 001-000- 03661-1. $0.35 ea.

USDA Grade Standards For Crease Mohair And Mohair Top. 1977. 18pp. ill. S/N 001-000-03648-3. $0.55 ea.

USDA Grades For Pork Carcasses. 1970. 18pp. S/N 001-000-01005-1. $0.35 ea.

USDA Yield Grades For Beef. 1978. 19pp. ill. S/N 001-000-03800-1. $0.90 ea.

CORN PRODUCTION. Department of Agriculture. 1975. 39pp. ill. $0.55 ea.

Source: GPO S/N 001-000-03404-9

Includes information on corn marketing.

THIS IS USDA'S AGRICULTURAL MARKETING SERVICE. Department of Agriculture. 1977. 34pp. ill. $0.60 ea.

Source: GPO S/N 001-000-03599-1

THE CHICKEN BROILER INDUSTRY: STRUCTURE, PRACTICE, AND COSTS. Agricultural Economic Report No. 381. Department of Agriculture, Economic Research Service. 1977. 53pp.

Source: USDA/GPA

This report contains the extensive changes that have occurred in the chicken broiler industry in production, processing, marketing, consumption and demand.

JOINT VENTURES INVOLVING COOPERATIVES IN FOOD MARKETING. Marketing Research Report No. 1040. Booklet. Department of Agriculture, Farmer Cooperative Service. 1975. 30pp.

Source: USDA/GPA

This study provides information on the extent, characteristics, and merits of joint ventures. The study seeks to (1) identify joint venture arrangements involving cooperatives in food marketing, and (2) determine their structure, operating methods, and problems.

FOREIGN AND DOMESTIC PROSPECTS FOR THE U. S. FAST FOOD FRANCHISE INDUSTRY. Agricultural Economic Report No. 358. Booklet. Philip B. Dwoskin. Department of Agriculture, Economic Research Service. 1976. 15pp.

Source: USDA/GPA

The U. S. fast food franchise industry, the fastest growing segment of the away-from-home eating market, was more adversly impacted by the 1974-1975 recessionary period than other eating places. Sales volume decreased and growth rates, foreign and domestic, were considerably lower than those of 1969-73. Nevertheless, this updated study finds that U. S. fast food franchise firms having foreign affiliates expect to generate $1.7 billion in foreign food and equipment sales by 1980, compared with $875 million in 1975.

GENERAL LABELING - RALPH STRAND. 16 min., 3/4 in. Videocassette, Col. 1976. Sale $80.00

Source: GSA/NAC Title No. A00187/PF

Contains information on general considerations for labeling foods, standardized food labels, imitation food label, common or usual names of food, and fair packaging and labeling law requirements. Audience: Consumer Groups. From the Food and Nutrition Seminars for Health Professional Series. Cleared for TV.

SALES

SALES, PROMOTION, AND PRODUCT DIFFERENTIATION IN TWO PRESCRIPTION DRUG MARKETS. Federal Trade Commission. 1977. 164pp. ill. $2.75 ea.

Source: GPO S/N 018-000-00207-8

SELLING THE SOLAR HOME: SOME PRELIMINARY FINDINGS. Department of Housing and Urban Development. 1978. 37pp. $1.60 ea.

Source: GPO S/N 023-000-00444-5

Examines factors which influence the construction and sale of solar homes in local markets under the Residential Solar Heating and Cooling Demonstration Program.

TRAINING SALESMEN TO SERVE INDUSTRIAL MARKETS. Small Business Administration. 1975. 85pp. ill. $2.20 ea.

Source: GPO S/N 045-000-00133-4

UNITED STATES GOVERNMENT PURCHASING AND SALES DIRECTORY. Small Business Administration. 1977. Reprinted 1979. 204pp. $5.50 ea.

Source: GPO S/N 045-000-00153-9

This publication is a major aid to the small business that wants to sell to the Federal Government or buy property for sale by the Government. Includes information on how the Small Business Administration can help a business obtain Government prime contracts and subcontracts, data on Government sales of surplus property, and comprehensive descriptions of the scope of the Government market for research and development.

SELLING TO THE UNITED STATES GOVERNMENT. Booklet. Small Business Administration. 1978. Reprinted 1979. 20pp. ill. $1.50 ea.

Source: GPO S/N 045-000-00160-1

This booklet is the small business firm's key to government contracting. It discusses basic information needed in selling to the United States Government and describes ways The Small Business Administration helps small businesses over contracting roadblocks.

SELLING TO THE DEPARTMENT OF THE TREASURY. Booklet. Department of the Treasury, Internal Revenue Service. 1976. 16pp. ill. $0.45 ea.

Source: GPO S/N 048-004-01303-7

This booklet is written to assist those who wish to do business with the Department of the Teasury.

EXPORT MARKETING FOR SMALLER FIRMS. Manual. Small Business Administration. Revised 1976. 134pp. $2.50 ea.

Source: GPO S/N 045-000-00112-1

This publication outlines the sequence of steps necessary to determine whether and how to utilize foreign markets as a source of immediate and future profits. It provides a step-by-step guide to the appraisal of the sales potential of foreign markets, and to understanding the requirements of local marketing practices and procedures. An invaluable aid in planning effective strategies when these markets appear to warrant an investment of resources.

EXPORT DEVELOPMENT--A SERIES. 6 16MM Films, Opt. Sd., 1978. Sale $417.50

Source: GSA/NAC Title No. A00180/PF

Designed to encourage American manufacturers to enter international markets and export their goods. Shows how the Industry and Trade Administration assists companies in this effort. Audience: American Business Community.

Showroom to the World 6 Min.
Export Opportunity 16 Min.
E is for Export 16 Min.
Leiden Connection 20 Min.
Information Please - Getting the Facts on Foreign Markets 14 Min.
Doing Business in China 45 Min.

PURCHASING

UNITED STATES GOVERNMENT PURCHASING AND SALES DIRECTORY. Small Business Administration. 1977. Reprinted 1979. 204pp. $5.50 ea.

Source: GPO S/N 045-000-00153-9

This publication is a major aid to the small business that wants to sell to the Federal Government or buy property for sale by the Government. Includes information on how the Small Business Administration can help a business obtain Government prime contracts and subcontracts, data on Government sales of surplus property, and comprehensive descriptions of the scope of the Government market for research and development.

FOOD PURCHASING POINTERS FOR SCHOOL FOOD SERVICE. Guidebook. Government Printing Office. 1977. 136pp. ill. $3.50 ea.

Source: GPO S/N 001-000-03714-5

This book is designed to be a guide for school food service personnel on how to make effective economical purchases and obtain optimum food quality.

WHERE AND HOW TO GET A FARM, SOME QUESTIONS AND ANSWERS. Department of Agriculture. 1977. 8pp. $0.35 ea.

Source: GPO S/N 001-000-03649-1

HOME AND OFFICE PRODUCTS MARKETING

AN INTRODUCTION TO DOE PROCUREMENT. DOE/PR-0012/1. Department of Energy, Procurement and Contracts Management Directorate. Government Printing Office. 1978. 31pp. ill.

Source: DOE/PA

This booklet offers the prospective contractor general information on the Department of Energy including its purpose, DOE Headquarters organization and field organization, the procurement process, and major buying offices.

BUILDING MATERIALS MARKETING

CAREERS IN CONSTRUCTION: ARTICULATION GUIDE. Pamphlet. Department of Health, Education, and Welfare, Office of Education. 1975. 5pp. $0.35 ea.

Source: GPO S/N 017-080-01417-3

A manual for a secondary school level course for students interested in careers in the construction industry.

HEAT PUMP TECHNOLOGY: SURVEY OF TECHNICAL DEVELOPMENTS, MARKET PROSPECTS AND RESEARCH NEEDS. Textbook. Department of Energy, Office of the Secretary. 1978. 464pp. ill. $ 6.25 ea.

Source: GPO S/N 061-000-00092-5

SELLING THE SOLAR HOME: SOME PRELIMINARY FINDINGS. Department of Housing and Urban Development. 1978. 37pp. $1.60 ea.

Source: GPO S/N 023-000-00444-5

Examines factors which influence the construction and sale of solar homes in local markets under the Residential Solar Heating and Cooling Demonstration Program.

RECREATIONAL PRODUCTS MARKETING

RECREATION AND LEISURE FOR HANDICAPPED INDIVIDUALS: INFORMATION RESOURCES, FUNDING GUIDE, PUBLICATIONS AVAILABLE FROM FEDERAL SOURCES. Department of Health, Education, and Welfare, Health Care Financing Administration. 1979. 94pp. $2.40 ea.

Source: GPO S/N 017-060-00137-2

REAL ESTATE MARKETING

SELLING THE SOLAR HOME: SOME PRELIMINARY FINDINGS. Department of Housing and Urban Development. Government Printing Office. 1978. 38pp. $1.60 ea.

Source: GPO S/N 023-000-00444-5

Discusses the marketing approaches utilized in market experiences of the Department of Housing and Urban Development's demonstration program. Also summarizes some of the preliminary findings emerging from interviews of actual participants in the residential solar marketplace.

TRANSPORTATION AND TRAVEL MARKETING

ENTERING THE TRUCKING BUSINESS: SOME QUESTIONS AND ANSWERS. Interstate Commerce Commission. 1979. 28pp. ill. $2.00 ea.

Source: GPO S/N 026-000-01143-4

Topics discussed include: learning the trucking business, legal requirements, how to obtain operation authority from the Interstate Commerce Commission, and kinds of operating authority.

ENERGY, THE ECONOMY AND MASS TRANSIT. Government Printing Office. 1975. 148pp. ill. $2.00 ea.

Source: GPO S/N 052-003-00132-2

Reviews the relationship of mass transit to energy consumption and to alternative economic conditions. Examines the effect of change in energy prices and supply on transit patronage. Also discusses the potential role of mass transit in stimulating a depressed economy, and how an economy would be affected if mass transit funds were sharply reduced.

TRANSPORTATION USA. Quarterly Periodical. Department of Transportation, Office of Public Affairs. Government Printing Office. $6.00/year.

Source: GPO Symbol TUSA

Published to inform and stimulate interest and action in improving transportation.

INTERNATIONAL TRADE-IMPORT, EXPORT AND MARKETING

EXPORT OPPORTUNITIES FOR PRINTING AND GRAPHIC ARTS EQUIPMENT. Department of Commerce, Domestic Commerce Bureau. 1975. 84pp. $1.70 ea.

Source: GPO S/N 003-025-00028-4

FIFTEEN WAYS THE UNITED STATES DEPARTMENT OF COMMERCE CAN HELP MAKE YOUR BUSINESS MORE PROFITABLE THROUGH EXPORTS. Department of Commerce, International Commerce Bureau. 1978. 8pp. $0.90 ea.

Source: GPO S/N 003-009-00260-5

HOW TO BUILD AN EXPORT BUSINESS: AN INTERNATIONAL MARKETING GUIDE FOR THE MINORITY-OWNED FIRM. Department of Commerce. 1978. 158pp. ill. $3.25 ea.

Source: GPO S/N 003-000-00532-1

OVERSEAS BUSINESS REPORTS. Periodical. Government Printing Office. $40.00/year.

Source: GPO Symbol OBR

This subscription service incorporates the 3 parts of the World Trade Information Service formerly issued and sold as separate subscriptions.

SERVICES AVAILABLE TO HUD-RELATED BUSINESSES IN INTERNATIONAL TRADE. Department of Housing and Urban Development. 1975. 61pp. ill. $1.50 ea.

Source: GPO S/N 023-000-00301-5

This publication identifies various services available to U.S. businesses investigating international trade opportunities in the fields of housing and community development. The publication contains basic information about governmental and non-governmental organizations that can help businessmen find, consider, and undertake international business transactions.

WORLD COTTON PRODUCTION AND USE: PROJECTIONS FOR 1985 AND 1990. Foreign Agricultural Economic Report No. 154. Reference Book. Keith J. Collins, et al. Department of Agriculture, Economics, Statistics and Cooperatives Service and Agricultural Service. 1979. 100pp.

Source: GPO

Analysis, with statistics and predictions of the world cotton market and production. Compiled as a research and reference tool.

EXPORT MARKETING FOR SMALLER FIRMS. Manual. Small Business Administration. Revised 1976. 134pp. $2.50 ea.

Source: GPO S/N 045-000-00112-1

This publication outlines the sequence of steps necessary to determine whether and how to utilize foreign markets as a source of immediate and future profits. It provides a step-by-step guide to the appraisal of the sales potential of foreign markets, and to understanding the requirements of local marketing practices and procedures. An invaluable aid in planning effective strategies when these markets appear to warrant an investment of resources.

A BASIC GUIDE TO EXPORTING. Guidebook. Department of Commerce, International Commerce Bureau. 1979. 67pp. $2.20 ea.

Source: GPO S/N 003-009-00315-6

Contains basic steps and information needed to begin exporting. Enables one to assess a firm's potential for exporting, to research marketing and to locate a foreign representative. Discusses pricing quotations and terms of sale, receiving payment for exports, shipping products, and promoting product sales overseas.

DOING BUSINESS IN CHINA. 45 min., 16MM Film, Opt. Sd., Col. 1979. Sale $261.00

Source: GSA/NAC Title No. A01796/PF

Presents a round table discussion with three American business people who have been doing business in China. They relate their personal experiences. Features an introduction by Secretary of Commerce Kreps. The moderator is Mr. William Clarke, Director of the China Division. Audience: American Business Community. From The Export Development Series. Cleared for TV.

E IS FOR EXPORT. 16Min., 16MM Film, Opt. Sd., Col. 1978. Sale $92.75

Source: GSA/NAC Title No. A00155/PF

Shows how a small manufacturer can get involved in exporting, through the experiences of a typical small company. The film takes the viewer through the steps which ultimately lead to a successful entry into the export market. The film is intentionally general and is designed to be shown to an unsophisticated potential exporter. Audience: American Business Community. From The Export Development Series.

EXPORT DEVELOPMENT--A SERIES. 6 16MM Films, Opt. Sd., 1978. Sale $417.50

Source: GSA/NAC Title No. A00180/PF

Designed to encourage American manufacturers to enter international markets and export their goods. Shows how the Industry and Trade Administration assists companies in this effort. Audience: American Business Community.

Showroom to the World 6 Min.
Export Opportunity 16 Min.
E is for Export 16 Min.
Leiden Connection 20 Min.
Information Please - Getting the Facts on Foreign Markets 14 Min.
Doing Business in China 45 Min.

INFORMATION PLEASE - GETTING THE FACTS ON FOREIGN MARKETS. 14 min., 16 MM Film, Opt. Sd., Col. 1979. Sale $81.25

Source: GSA/NAC Title No. A01588/PF

Motivates the viewer to seek out good information on foreign markets as the first step in developing export strategy. Builds confidence in the marketing information published by the Commerce Department, by taking the viewer overseas and explaining how all the published information is gathered, evaluated, and used. Audience: Business Community. From the Export Development Series. Cleared for TV.

LEIDEN CONNECTION. 20 min., 16 MM Film, Opt. Sd., Col. 1978. Sale $116.00

Source: GSA/NAC Title No. A00583/PF

Explains the Trade Opportunity Program administered by the Industry and Trade Administration of the U. S. Department of Commerce. Shows the experiences of four small businesses with the program, which provides a computer matching service bringing together U. S. sellers and foreign buyers. Audience: American businesses that have an export potential. From the Export Development Series. Cleared for TV.

SHOWROOM TO THE WORLD. 6 min., 16 MM Film, Opt. Sd., Col. 1978. Sale $34.75

Source: GSA/NAC Title No. A00153/PF

Explains what a U. S. Trade Center is, and what it does. As a service of the Departments of Commerce and State, these centers offer American business a place to exhibit their products in Coordinated Marketing Expositions. Gives a viewer a look at these centers in New York, Paris and Stockholm. Describes how one company has success in utilizing this marketing service. Audience: American Business Community. From the Export Development Series.

VOCATIONAL EDUCATION

DEVELOPMENT OF INDIVIDUALIZED EDUCATION PROGRAMS (IEP) FOR THE HANDICAPPED IN VOCATIONAL EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1979. 60pp. $2.40 ea.

Source: GPO S/N 017-080-01954-0

Addresses the specifics of the laws, provides an analysis of literature sources relating to the development and implementation of the IEP in vocational education, and discusses the implications of the findings for vocational education at state and local levels.

LEAST RESTRICTIVE ALTERNATIVE FOR HANDICAPPED STUDENTS. Department of Health, Education, and Welfare, Office of Education. 1979. 40pp. $1.80 ea.

Source: GPO S/N 017-080-01953-1

Describes the least restrictive alternative to the vocational education of people with handicaps.

OCCUPATIONAL SAFETY AND HEALTH IN VOCATIONAL EDUCATION: A GUIDE FOR ADMINISTRATORS, FACULTY, AND STAFF. Guidebook. Department of Health, Education, and Welfare, Public Health Service, National Institute of Occupational Safety and Health. 1979. 184pp. ill. $4.25 ea.

Source: GPO S/N 017-033-00347-5

INTRODUCTION TO THE VOCATIONAL REHABILITATION PROCESS: A TRAINING MANUAL. Department of Health, Education, and Welfare, Social and Rehabilitation Service Administration. 1976. 201pp. ill. $3.30 ea.

Source: GPO S/N 017-061-00021-6

OUTDOOR CLASSROOMS ON SCHOOL SITES. Department of Agriculture. 1976. 22pp. ill. $0.50 ea.

Source: GPO S/N 001-000-01458-7

This book gives information on developing an outdoor classroom and includes many photographs illustrating ideas for students in outdoor classrooms. It contains many ideas that will be of special interest to teachers and school administrators.

DECISION POINTS IN DEVELOPING NEW PRODUCTS. Small Business Administration. 1976. 64pp. ill. $1.50 ea.

Source: GPO S/N 045-000-00146-6

IMPROVING OCCUPATIONAL PROGRAMS FOR THE HANDICAPPED. Department of Health, Education, and Welfare, Office of Education. 1976. 227pp. ill. $2.85 ea.

Source: GPO S/N 017-080-01637-1

Discusses practical methods for helping the handicapped gain employment. Advice is provided on: designing and setting up an education/training program; reaching and selecting students; preparing for specific skill training, vocational training, and supportive and social services; and transition to the work world, job placement, and follow-up. Includes a program evaluation checklist, a variety of program abstracts, and a sampling of case studies.

CAREER EDUCATION AND VOCATIONAL EDUCATION, SIMILARITIES AND CONTRASTS. Department of Health, Education, and Welfare, Office of Education. 1977. 19pp. $1.10 ea.

Source: GPO S/N 017-080-01742-3

OCCUPATIONAL TRAINING IN SELECTED METALWORKING INDUSTRIES, 1974: A REPORT ON A SURVEY OF SELECTED OCCUPATIONS. Department of Labor, Bureau of Labor Statistics. 52pp. ill. $2.20 ea.

Source: GPO S/N 029-001-02127-5

ON-THE-JOB TRAINING: CETA PROGRAM MODELS. Department of Labor. Revised 1978. 39pp. ill. $1.80 ea.

Source: GPO S/N 029-000-00334-3

VOCATIONAL/TECHNICAL: A SELECT LIST OF U. S. GOVERNMENT PRODUCED AUDIOVISUAL MATERIALS - 1978/79. Catalog. General Services Administration, National Audiovisual Center. 1979. 56pp.

Source: GSA/NAC

This catalog features a select list of available materials from the National Audiovisual Center on vocational and technical instruction and training. Includes order/purchase forms.

VOCATIONAL EDUCATION AND TRAINING FOR THE NON-HANDICAPPED: A BIBLIOGRAPHY WITH ABSTRACTS. A. Young. National Technical Information Service. 1978. 194pp. $28.00 ea.

Source: NTIS NTIS/PS-78/0315

Included are evaluations of technical schools or curricula. The evaluations are developed from the standpoint of both the industry's and the individual's needs. The reports abstracted cover programs aimed at the hardcore unemployed and the socially and economically disadvantaged.

BIBLIOGRAPHY OF SECONDARY MATERIALS FOR TEACHING HANDICAPPED STUDENTS. President's Committee on Employment of the Handicapped. 1979. Approx. 30pp.

Source: PCEH

Contains titles of materials dealing with the delivery of special educations, vocational educations, and industrial arts services to the handicapped.

DOZENS OF WAYS TO MAKE MONEY. 1 Cassette: C-90; 15/16 IPS.; 4 Track. RC. Yvonne Michie Horn. Library of Congress, National Library Service for the Blind and Physically Handicapped. 1977.

Source: LC/NLSBPH RC 12292

A clever guide to money-making ventures; includes tips on becoming one's own boss, advertising, initial supplies, and methods of operation. For junior and senior high readers.

NEW OUTLOOKS FOR VOCATIONAL EDUCATION. T. H. Bell. Department of Health, Education, and Welfare, Office of Education. 1976. 9pp.

Source: HEW/OE

PLANNING AND CONDUCTING A PROGRAM OF INSTRUCTION IN VOCATIONAL AGRICULTURE FOR YOUNG FARMERS: SUGGESTIONS FOR TEACHERS AND SCHOOL ADMINISTRATORS IN DEVELOPING EDUCATIONAL PROGRAMS FOR OUT-OF-SCHOOL YOUNG FARMERS. Department of Health, Education, and Welfare, Office of Education. 1978. 81pp.

Source: HEW/OE

WOMEN IN VOCATIONAL EDUCATION. Evelyn R. Kay. Department of Health, Education, and Welfare, Education Division. 1978. 9pp. $0.90 ea.

Source: GPO S/N 017-080-01895-1

STEPS TOWARD SEX EQUITY IN VOCATIONAL EDUCATION: AN INSERVICE TRAINING DESIGN. Joyce Kaser, Martha Matthews, and Shirley McCune. Department of Health, Education, and Welfare, Office of Education. 1978. 235pp. $4.50 ea.

Source: HEW/OE

ENERGY-RELATED ACTIVITIES IN TWO-YEAR POST-SECONDARY VOCATIONAL TECHNICAL INSTITUTIONS: A REPRESENTATIVE SAMPLING BY STATE. DOE/IR 0050. Mayme R. Crowell. Department of Energy, Office of Education, Business and Labor Affairs. 1978. 87pp.

Source: DOE/IIR

This report describes the procedures and findings of a peer-to-peer telephone information exchange between the Education Programs Division and various vocational-technical schools throughout the U. S. The purpose of the study was to assess the state of the art of energy education activities within 2-year post-secondary education institutions.

PUT WINGS ON YOUR CAREER. 15 min., 16 MM Film, Opt. Sd., Col. 1978. Sale $87.00

Source: GSA/NAC Title No. A00119/PF

Illustrates the diversity of jobs associated with aviation maintenance both in government and private industry. Outlines the basic technical requirements and points interested people in the right direction for more specific career information. Audience: Secondary schools, vocational schools, high schools, and junior highs. Cleared for TV.

ERIC, IT'S THAT EASY. 15 min., 3/4 in. Videocassette, Col. 1978. Sale $50.00

Source: GSA/NAC Title No. A01306

Tells what the Eric System is, and how it is useful to research efforts. Audience: Educational and library. Other Format(s) or Version(s): 15 min., 1 in. Videotape, Col. 1978. Title No. A01977/PF. Sale $80.00.

EMPLOYMENT AND TRAINING ADMINISTRATION PUBLICATIONS AVAILABLE FROM DEPARTMENT OF LABOR WAREHOUSE. Catalog. Department of Labor, Employment and Training Administration. 1978. 19pp.

Source: DOL/ETA

JOBS FOR WHICH YOU CAN QUALIFY IF YOU'RE NOT A HIGH SCHOOL GRADUATE. Pamphlet. Department of Labor, Bureau of Labor Statistics. Government Printing Office. 1979. Approx. 20pp. $1.75 ea.

Source: GPO S/N 029-001-02449-5

Contains a list of occupations for which a high school diploma is not required; highlights the job qualifications and employment outlook for each.

MATCHING PERSONAL AND JOB CHARACTERISTICS. Booklet. Kathy Wilson. Department of Labor, Bureau of Labor Statistics. 13pp. $1.25 ea.

Source: GPO S/N 029-001-02274-3. Also available from DOL/BLS.

A reprint from the Fall 1978 *Occupational Outlook Quarterly,* the U.S. Department of Labor's career guidance magazine. Listed and defined in this booklet are 23 occupational characteristics and requirements which are matched in the chart that follows with 281 occupations chosen from the *1978 - 79 Occupational Outlook Handbook.* This table is designed as an exploratory tool to help you compare personal interests, capacities, abilities, and educational qualifications with characteristics usually associated with an occupation or group of occupations.

MANPOWER MAGAZINE. Monthly Periodical. Department of Labor, Manpower Administration. $15.30/year.

Source. GPO

This is the official journal of the Manpower Administration; past issues have covered topics such as basic education and job training, public service jobs, technical education and careers in industry. Book reviews and lists of publications are usually included.

WORKLIFE. Monthly Periodical. Department of Labor, Employment and Training Administration. $15.30/year.

Source: GPO

This is the official journal of the Employment and Training Administration. Past issues have covered topics such as nontraditional jobs exploration, older workers, CETA, flexitime and union apprenticeships. Book reviews and publications' lists are usually included.

GUIDE FOR OCCUPATIONAL EXPLORATION. Department of Labor, Employment and Training Administration. 1979. 715pp. $11.00 ea.

Source: GPO S/N 029-013-00080-2

The guide has been designed to help meet the need for more information on occupational fields and occupational requirements. The guide is intended for use both by vocational counselors and individuals themselves to assist with career and occupational exploration.

ANNUAL EARNINGS AND EMPLOYMENT PATTERNS OF PRIVATE NONAGRICULTURAL EMPLOYEES, 1973-75. Bulletin 2031. Department of Labor, Bureau of Labor Statistics. 1979. 383pp. $7.50 ea.

Source: GPO S/N 029-001-02386-3

This bulletin presents statistics on annual earnings and employment in the United States in 1973, 1974, and 1975. The Bureau of Labor Statistics developed the data from a 1% random sample of records of the Social Security Administration and the Railroad Retirement Board. The data provide a more accurate picture of annual earnings and employment patterns by industry than is available from any other source. The data are the last available from the Social Security Administration and provide historical continuity with the other published data in the series.

PUTTING AMERICA'S FUTURE TO WORK. Booklet. Department of Labor, Employment and Training Administration. 1979. 20pp.

Source: DOL/ETA

This is the story of young people who are taking their first steps into the labor market, and it is the story of government sponsored employment and training programs that aim to assist and direct them during this difficult learning and adjustment period.

INCOME INEQUALITY AND EMPLOYMENT. R D Monograph 66. Booklet. Department of Labor, Employment and Training Administration. 1978. 60pp.

Source: DOL/ETA

This monograph is a review and analysis of over 50 research and development projects which have dealt with welfare recipients and the low-wage employed. The process by which welfare recipients move into the ranks of the employed, and the extent to which this is accomplished as a result of training programs, are examined.

CARPENTRY: A TRADE WORTH LEARNING THROUGH APPRENTICESHIP. Pamphlet. Department of Labor, Employment and Training Administration.

Source: DOL/ETA

Defines the job of a carpenter and an apprentice. Lists the general qualifications and term of a carpentry apprenticeship. Describes best way to enter an apprenticeship.

TRAINING OPPORTUNITIES IN JOB CORPS. Directory. Department of Labor, Employment and Training Administration. 1979. 48pp.

Source: DOL/ETA

This directory provides a list of vocational courses offered at 103 Job Corps centers located in 42 states, the District of Columbia, and Puerto Rico. Job Corps provides intensive training, work experience, and counseling on a residential or nonresidential basis. These facilities, programs, and the vocational courses listed in this directory, are available for training adults and youth who are out of work or school and who need additional skills to secure and hold meaningful employment.

RESOURCES IN VOCATIONAL EDUCATION. Bi-monthly Periodical. National Center for Research in Vocational Education. $34.00/yr.

Source: NCRVE

Includes abstracts of research, instructional, and other materials in vocational and technical education, and abstracts of funded proposals. The full texts of most documents announced in this publication are available in microfiche or hard copy from ERIC.

A GUIDE TO COORDINATING CETA/VOCATIONAL EDUCATION LEGISLATION AFFECTING DISPLACED HOMEMAKER PROGRAMS. Department of Labor, Women's Bureau. 1979. 38pp.

Source: DOL/WB

INDUSTRY WAGE SURVEY: COMPUTER AND DATA PROCESSING SERVICES, MARCH 1978. Bulletin 2028. Department of Labor, Bureau of Labor Statistics. 1979. 51pp. $2.50 ea.

Source: GPO S/N 029-001-02319-7

This bulletin summarizes the results of a first-time Bureau of Labor Statistics survey of occupational wages and supplementary benefits in the computer and data processing services industries in March 1978.

OCCUPATIONAL TRAINING GUIDE. ET Handbook No. 325. Department of Labor, Employment and Training Administration. 1976. Approx. 100pp.

Source: DOL/ETA

The purpose of this guide is to assist Job Corps instructors in establishing coordinated training programs by providing procedures and guidelines to: analyze vocational curricula so that they reflect training requirements, plan, implement, evaluate and, when necessary, modify the training.

SYNERGIST. Periodical. Action's National Center for Service - Learning. $5.00/year.

Source: GPO. Also available from ACTION.

Three times a year the National Center for Service-Learning publishes *Synergist* a 56 page technical journal for educators who work with programs that integrate course work and community service. *Synergist* aims to demonstrate how service-learning in general, innovative projects and programs in particular, improve the quality of life for the least privileged members of society, and the quality of learning for all students. The 35,000 readers include secondary and post-secondary administrators and teachers as well as those involved in social change activities in the United States and 57 other countries. Indexes for *Synergist* are available for all years of publication as are reprints of selected articles. The *Synergist* and all NCSL resource materials are free. Libraries and profit-making institutions must pay the subscription fee.

JOBS FOR WHICH APPRENTICESHIPS ARE AVAILABLE. Booklet. Department of Labor, Bureau of Labor Statistics. 1976. Approx. 15pp.

Source: DOL/BLS

Lists occupations, qualifications and training, and employment trends to 1985.

JOBS FOR WHICH YOU PROBABLY WILL NEED SOME COLLEGE OR SPECIALIZED TRAINING. Pamphlet. Department of Labor, Bureau of Labor Statistics. 1979. Approx. 20pp. $1.75 ea.

Source: GPO S/N 029-001-02450-9

Presents a list of occupations for which college, technical, or specialized training is required. It highlights the training requirements and employment outlook for each.

NATIONAL APPRENTICESHIP AND TRAINING STANDARDS. Booklet. Department of Labor, Employment and Training Administration. 1978.

Source: DOL/ETA

This is a series of booklets on standards for the following occupations: auto body repair and painting, automotive ma-

chinist, bricklaying, glaziers and glassworkers, lathing, operating engineers, plumbing and steamfitting/pipefitting, truck body and trailer mechanic, and vending machine mechanics. Standards for the Graphic Arts International Union, the American Public Works Association, and the United Auto Workers are also available.

PUBLICATIONS OF THE WOMEN'S BUREAU. Leaflet 10. Department of Labor, Women's Bureau. 1979. 9pp.

Source: DOL/WB

CAREER EDUCATION

CAREERS IN COMMUNICATIONS MEDIA. Guidebook. Department of Health, Education, and Welfare, Office of Education. 1975. 288pp. ill. $5.60 ea.

Source: GPO S/N 017-080-01496-3

Guidelines for instructors organizing courses for career exploration in communications; provides descriptions of various occupations in the communications field and assistance in career planning.

HAVE YOU CONSIDERED A HEALTH CAREER? Department of Health, Education, and Welfare, Public Health Service. 1977. 27pp. $0.55 ea.

Source: GPO S/N 017-022-00524-7

POLICE SELECTION AND CAREER ASSESSMENT. Department of Justice. 1976. 199pp. ill. $4.00 ea.

Source: GPO S/N 027-000-00390-7

PUBLIC SERVICE OCCUPATIONS. Guidebooks. Department of Health, Education, and Welfare, Office of Education. 1975.

Source: GPO

A series of six curriculum guides in public service occupations are available:

- **Administering Public Service Occupations, An Implementation Guide.** 176pp. $2.95 ea. S/N 017-080-01447-5.
- **Exploration Of Public Service Occupations, An Implementation Guide.** 296pp. $3.70 ea. S/N 017-080-01432-7.
- **Preparing For Public Service Occupations, Common Core, Curriculum Guide.** 214pp. $2.90 ea. S/N 017-080-01433-5.
- **Preparing For Public Service Occupations, Educational Service, Curriculum Guide.** 172pp. $3.05 ea. S/N 017-080-01435-1.
- **Preparing For Public Service Occupations, Law Enforcement Services, Curriculum Guide.** 134pp. $2.10 ea. S/N 017-080-01436-0.
- **Preparing For Public Service Occupations, Social Services, Curriculum Guide.** 40pp. $2.20 ea. S/N 017-080-01434-3.

FROM AIDE TO TEACHER, THE STORY OF THE CAREER OPPORTUNITIES PROGRAM. Department of Health, Education, and Welfare, Office of Education. 1977. 28pp. $3.00 ea.

Source: GPO S/N 017-080-01566-8

GUIDANCE NEEDS OF SPECIAL POPULATIONS. Department of Health, Education, and Welfare, Office of Education. 1979. 28pp. $1.50 ea.

Source: GPO S/N 017-080-01969-8

Special needs populations in educational and employment settings include the handicapped, and those who have academic, socio-economic, cultural, or other disadvantages which prevent them from being successful in traditional and regular occupational programs.

JOB PLACEMENT AND ADJUSTMENT OF THE HANDICAPPED: AN ANNOTATED BIBLIOGRAPHY. Department of Health, Education, and Welfare, Office of Education. 1979. 24pp. $1.40 ea.

Source: GPO S/N 017-080-01970-1

This bibliography was produced to assist special educators and vocational educators in obtaining information on the job placement and career adjustment of various handicapped populations.

CAREER CHOICES, WORKING TOWARD A BETTER ENVIRONMENT. Environmental Protection Agency. 1977. 15pp. ill. $0.35 ea.

Source: GPO S/N 055-000-00158-8

ADULT WORK SKILLS AND KNOWLEDGE: SELECTED RESULTS FROM THE FIRST NATIONAL ASSESSMENT OF CAREER AND OCCUPATIONAL DEVELOPMENT. Department of Health, Education, and Welfare, Office of Education. 1976. 70pp. $1.50 ea.

Source: HEW/OE

The findings of a survey examining the work related skills and knowledge of American adults, ages 26-35. The skills assessed are basic to many employment situations and results are analyzed for various groups within the national population.

CAREER DEVELOPMENT NEEDS OF ADULTS: HOW TO IMPROVE CAREER DEVELOPMENT PROGRAMS. Department of Health, Education, and Welfare, Office of Education. 1977. 58pp. ill. $2.10 ea.

Source: GPO S/N 017-080-01787-3

CAREER EDUCATION OF ADULTS. Department of Health, Education, and Welfare, Office of Education. 1977. 73pp. $2.20 ea.

Source: GPO S/N 017-080-01736-9

Condenses current data concerning the disposition of Adult and Continuing Education in the United States. Examines adult participation in career education, summarizes adult learning needs, reviews developments in higher education, and makes several recommendations.

FUTURE FARMERS OF AMERICA AND CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1979. $1.50 ea.

Source: GPO S/N 017-080-01922-1

CAREER EDUCATION TEACHING LEARNING PROCESS. Barbara Preli. Department of Health, Education, and Welfare, Office of Education. 1978. 33pp. ill. $1.50 ea.

Source: GPO S/N 017-080-01849-7

A monograph emphasizing the ways in which career education helps students learn more instructional content.

INTEGRATING CAREER EDUCATION INTO TEACHER PREPARATION, IMPLEMENTATION GUIDE FOR COLLEGE/UNIVERSITY USE. Department of Health, Education, and Welfare, Office of Education. 1976. 130pp. ill. $1.95 ea.

Source: GPO S/N 017-080-01577-3

K - 12 CLASSROOM TEACHERS AND CAREER EDUCATION: THE BEAUTIFUL PEOPLE. Department of Health, Education, and Welfare. Office of Education. 1976. 35pp. $0.90 ea.

Source: GPO S/N 017-080-01537-4

Provides specific examples of career education in the classroom.

TEACHERS AND CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1976. 35pp. $0.70 ea.

Source: GPO S/N 017-080-01618-4

A set of 4 papers discussing the crucial importance of the classroom teacher to career education.

SPEECH PATHOLOGY AND AUDIOLOGY: MANPOWER RESOURCES AND NEEDS. Department of Health, Education, and Welfare, Public Health Service, National Institute of Neurological Disorders and Stroke. 1977. 97pp. ill. $2.40 ea.

Source: GPO S/N 017-049-00085-2

Describes the demographic and professional characteristics of the speech pathology/audiology work force and those students currently in training; identifies current patterns of manpower utilization; estimates the need for additional speech pathologists and audiologists in the area of teaching research and client care through 1985; recommends appropriate goals for meeting the needs of the communicatively handicapped; and suggests means for meeting these goals.

CURRENT STATE OF CAREER EDUCATION AT THE POST-SECONDARY LEVEL. Department of Health, Education, and Welfare, Office of Education. 1977. 115pp. $2.75 ea.

Source: GPO S/N 017-080-01734-2

Presents an overview of how American colleges and universities perceive and practice career education, together with a series of recommendations for further implementation of the career education concept at this level.

TWO STUDIES ON THE ROLE OF BUSINESS AND INDUSTRY AND LABOR PARTICIPATION IN CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1977. 120pp. $2.75 ea.

Source: GPO S/N 017-080-01737-7

RESOURCES IN WOMEN'S EDUCATION EQUITY, NONPRINT MEDIA AND MATERIALS. Department of Health, Education, and Welfare, Office of Education. 1978. 243pp. $4.25 ea.

Source: GPO S/N 017-080-01836-5

Each listing provides a title, author, distributor, format, price, abstract, and source.

WOMEN'S AMERICAN ORT AND CAREER EDUCATION. Pamphlet. Department of Health, Education, and Welfare, Office of Education. 1978. 20pp. $1.50 ea.

Source: GPO S/N 017-080-01904-3

Provides a basic understanding of Women's American ORT (Organization of Rehabilitation Through Training) and outlines ways it can be utilized to further the concept of career education as a collaborative community effort.

ADVANCED GENERAL EDUCATION PROGRAM: HIGH SCHOOL SELF STUDY PROGRAM. Department of Labor. Rev. 1977. 455pp. ill. $40.00 ea.

Source: GPO S/N 029-000-00340-8

This program is designed to help prepare adult students with the information, concepts, and general knowledge needed to pass the American Council on Education's 'Test of General Educational Development' (GED) for high school equivalency certification. The kit consists of 126 booklets and one form; 126 volumes, sold only as a set.

CAREER EDUCATION AND BASIC ACADEMIC ACHIEVEMENT, A DESCRIPTIVE ANALYSIS OF THE RESEARCH. Department of Health, Education, and Welfare, Office of Education. 1977. 143pp. $2.75 ea.

Source: GPO S/N 017-080-01720-2

CAREER EDUCATION AND HUMAN SERVICES Department of Health, Education, and Welfare, Office of Education. 1977. 23pp. $1.30 ea.

Source: GPO S/N 017-080-01741-5

CAREER EDUCATION AND THE BUSINESS-LABOR-INDUSTRY COMMUNITY. Department of Health, Education, and Welfare, Office of Education. 1976. 22pp. $0.45 ea.

Source: GPO S/N 017-080-01613-3

CAREER EDUCATION AND THE COMPREHENSIVE EMPLOYMENT TRAINING ACT. Department of Health, Education, and Welfare, Office of Education. 1978. 56pp. $2.30 ea.

Source: GPO S/N 017-080-01862-4

Traces the role of youth in pre-CETA Manpower Programs and in CETA to 1977, and makes some recommendations for linking career education to current youth employment policies.

CAREER EDUCATION AND VOCATIONAL EDUCATION, SIMILARITIES AND CONTRASTS. Department of Health, Education, and Welfare, Office of Education. 1977. 19pp. $1.10 ea.

Source: GPO S/N 017-080-01742-3

CAREER EDUCATION FOR SPECIAL POPULATIONS. Department of Health, Education, and Welfare, Office of Education. 1976. 21pp. $0.45 ea.

Source: GPO S/N 017-080-01612-5

CAREER EDUCATION IN PUBLIC SCHOOLS, 1974-75: A NATIONAL SURVEY. Department of Health, Education, and Welfare, Office of Education. 1976. 325pp. ill. $4.00 ea.

Source: GPO S/N 017-080-01560-9

CAREER EDUCATION: WHAT PROOF DO WE HAVE THAT IT WORKS? REPORT OF A PANEL SESSION OF THE COMMISSIONER'S NATIONAL CONFERENCE ON CAREER EDUCATION, HOUSTON, TEXAS, NOVEMBER 8, 1976. Department of Health, Education, and Welfare, Office of Education. 1977. 64pp. ill. $2.10 ea.

Source: GPO S/N 017-080-01785-7

CAREER OPPORTUNITIES IN THE ELECTRIC POWER AND GAS UTILITIES INDUSTRIES. Department of Labor. 1978. 136pp. ill. $3.25 ea.

Source: GPO S/N 029-000-00341-6

COMMUNITY RESOURCES FOR CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1976. 30pp. $0.55 ea.

Source: GPO S/N 017-080-01615-0

DEALING WITH FUTURES, CAREER EDUCATION MATERIALS FOR STUDENTS, PARENTS, AND EDUCATORS: A BIBLIOGRAPHY BASED ON THE ACQUISITIONS OF THE EDUCATIONAL MATERIALS CENTER. Department of Health, Education, and Welfare, Office of Education. 1977. 20pp. $1.00 ea.

Source: GPO S/N 017-080-01721-1

HEALTH CAREERS GUIDEBOOK. Department of Labor. Revised 1979. 221pp. ill. $5.25 ea.

Source: GPO S/N 029-000-00343-2

INTRODUCTION TO CAREER EDUCATION: A POLICY PAPER OF THE UNITED STATES OFFICE OF EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1975. 40pp. $1.05 ea.

Source: GPO S/N 017-080-01388-6

KEY RESOURCES IN CAREER EDUCATION: AN ANNOTATED GUIDE. Department of Health, Education, and Welfare, Office of Education. 1976. 408pp. ill. $5.75 ea.

Source: GPO S/N 017-080-01667-2

PRIMER FOR CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1977. 39pp. $1.50 ea.

Source: GPO S/N 017-080-01752-1

REFINING THE CAREER EDUCATION CONCEPT. Department of Health, Education, and Welfare, Office of Education.

Source: GPO

Comprised of two booklets:

Part 1. 1976. 47pp. $0.75 ea. S/N 017-080-01610-9
Part 2. 1977. 32pp. $1.50 ea. S/N 017-080-01739-3

SCHOOL COUNSELOR AND CAREER EDUCATION. Pamphlet. Department of Health, Education, and Welfare, Office of Education. 1976. 27pp. $0.55 ea.

Source: GPO S/N 017-080-01528-5

YEDPA AND CAREER EDUCATION. Department of Health, Education, and Welfare, Office of Education. 1978. 42pp. $2.10 ea.

Source: GPO S/N 017-080-01889-6

Outlines the results of two mini-conferences concerning the Youth Employment and Demonstration Projects Act and Career Education.

DOOR TO THE FUTURE: CAREERS FOR WOMEN. Department of the Interior, Office of the Secretary. Government Printing Office. 1978. 58pp. ill.

Source: DOI/PA

This publication illustrates a broad spectrum of careers that are available to women at the Department of the Interior in the sciences, engineering, and other professional areas.

SELECTED U. S. GOVERNMENT AUDIOVISUALS: CAREER EDUCATION. Catalog. General Services Administration, National Audiovisual Center. 1977. Approx. 20pp.

Source: GSA/NAC

This catalog lists audiovisual materials which are available from the National Audiovisual Center. Included are order/purchase forms.

VOCATIONAL/TECHNICAL: A SELECT LIST OF U. S. GOVERNMENT PRODUCED AUDIOVISUAL MATERIALS - 1978/79. Catalog. General Services Administration, National Audiovisual Center. 1979. 56pp.

Source: GSA/NAC

This catalog features a select list of available materials from the National Audiovisual Center on vocational and technical instruction and training. Includes order/purchase forms.

GUIDE TO FEDERAL AVIATION ADMINISTRATION PUBLICATIONS. Report No. FAA-APA-PG-2. Department of Transportation, Federal Aviation Administration. Government Printing Office. 1979. 51pp.

Source: DOT/FAA

The FAA publishes numerous documents dealing with a variety of subjects from regulations on aviation safety to career guidance materials designed to enrich aviation curricula and promote interest in aviation careers. Many of these publications are of interest to the general public as well as to the aviation community.

BIBLIOGRAPHY ON CAREER EDUCATION. Linda Hall and Sidney C. High, Jr. Department of Health, Education, and Welfare, Office of Education. 1979. 68pp. $3.25 ea.

Source: GPO S/N 017-080-02059-9

It is hoped that this bibliography will be useful to persons interested in familiarizing themselves with the career education concept and with some emerging techniques for the implementation of career education programs.

DENTAL ASSISTING - A CAREER ON THE MOVE. HRA78-40. Department of Health, Education, and Welfare, Health Resources Administration. 1978.

Source: HEW/HRA

This publication can be used in recruitment efforts and contains information about careers in dental assisting.

OCCUPATIONAL EDUCATION: ENROLLMENTS AND PROGRAMS IN NONCOLLEGIATE POST-SECONDARY SCHOOLS 1976. Department of Health, Education, and Welfare, Office of Education. 1978. 42pp. $1.70 ea.

Source: GPO S/N 017-080-01884-5

Analyses and appendixed tabular data.

HANDBOOK FOR PROFESSIONAL DEVELOPMENT IN HUMAN SERVICES. Handbook. Department of Health, Education, and Welfare, Office of Education. 1979. 205pp. $4.25 ea.

Source: GPO S/N 017-080-02007-6

Presents curricular modules and professional development units that represent basic tools for the contemporary practices of career education and human services.

CAREERS IN HEALTH: THE PROFESSIONALS GIVE YOU THE INSIDE PICTURE ABOUT THEIR JOBS. 2 cassettes: C-90; 15/16 IPS; 4 Track. RC. Barbara Zimmerman and David B. Smith. Library of Congress, National Library Service for the Blind and Physically Handicapped. 1978.

Source: LC/NLSBPH RC 13525

Dramatic vignettes present the activities, problems, responsibilities, and satisfactions of a wide variety of health occupations. Includes such relatively new occupations as physician's assistant and emergency medical technician. For high school and adult readers.

JOBS IN RECREATION. 1 V. 28 x 28 cm. Handcopied, Grade 2. Br. Walter C. Schatz and Carl M. Tausig. Library of Congress, National Library Service for the Blind and Physically Handicapped. 1977.

Source: LC/NLSBPH BRA 14139

Introduces various careers available in the field of recreation including park ranger, recreation therapist, landscape architect, travel agent, hotel manager, and others.

A PRIMER FOR CAREER EDUCATION. Kenneth B. Hoyt. Department of Health, Education, and Welfare, Office of Education. 1977. 39pp. $1.50 ea.

Source: HEW/OE

SELECTED PUBLICATIONS ON ENERGY. Department of Energy, Office of Legislative Affairs. 1979. 3pp.

Source: DOE/PA

This publication contains a listing of books, pamphlets, curriculum guides, posters, and stickers on energy efficiency for teachers, students and consumers.

DIRECTIONS IN CAREER EDUCATION: QUESTIONS PEOPLE ASK ABOUT EDUCATION AND WORK. Nancy Bridgeford, Marilyn Clarks, and Larry McClure. Department of Health, Education, and Welfare, Educational Resources Information Center. 1977. 288pp.

Source: ERIC

DENTAL ASSISTING: A CAREER ON THE MOVE. Department of Health, Education, and Welfare, Public Health Service. 1978. 7pp. ill.

Source: HEW/PHS

LOOKING UP TO YOUR AVIATION CAREER. 14 min., 16 MM Film, Opt. Sd., Col. 1979.

Source: GSA/NAC Title No. A01285/PF

Describes the more than 60 different career opportunities which aviation offers for people with different aptitudes, skills, and educational backgrounds. Illustrates how careers in aviation present a wide-ranging opportunity for achievement, challenge, responsibility, and fun. Audience: General Audience. Cleared for TV.

PUT WINGS ON YOUR CAREER. 15 min., 16 MM Film, Opt. Sd., Col. 1978. Sale $87.00

Source: GSA/NAC Title No. A00119/PF

Illustrates the diversity of jobs associated with aviation maintenance both in government and private industry. Outlines the basic technical requirements and points interested people in the right direction for more specific career information. Audience: Secondary schools, vocational schools, high schools, and junior highs. Cleared for TV.

CHANCE TO BE, A. 30 min., 3/4 in. Videocassette, Col. 1977. Sale $100.00

Source: GSA/NAC Title No. A00672/PF

Focuses on Career Education Programs for women, minorities, the handicapped, and the gifted and talented. Emphasizes the needs of the programs for these special populations whose options have been limited. Describes four programs: Project Equality of Seattle, WA; Urban Career Education, Philadelphia, PA; The World of Work, Warren, Oh; and The Center for Career Education in the Arts, Providence, RI. Audience: General audience, school administrators, parents, teachers. Cleared for TV. Other Format(s) or Version(s): 30 min., 16 MM Film, Opt. Sd., Col. 1977. Rental $12.50 Sale $174.00. Title No. A00671/PF

EMPLOYMENT AND TRAINING ADMINISTRATION PUBLICATIONS AVAILABLE FROM DEPARTMENT OF LABOR WAREHOUSE. Catalog. Department of Labor, Employment and Training Administration. 1978. 19pp.

Source: DOL/ETA

FROM HOMEMAKING TO MONEYMAKING. Department of Labor, Bureau of Labor Statistics. Government Printing Office. 1978. 15pp.

Source: DOL/BLS

Reprinted from the Winter, 1978 issue of *Occupational Outlook Quarterly.*

MATCHING PERSONAL AND JOB CHARACTERISTICS. Booklet. Kathy Wilson. Department of Labor, Bureau of Labor Statistics. 13pp. $1.25 ea.

Source: GPO S/N 029-001-02274-3. Also available from DOL/BLS.

A reprint from the Fall 1978 *Occupational Outlook Quarterly,* the U.S. Department of Labor's career guidance magazine. Listed and defined in this booklet are 23 occupational characteristics and requirements which are matched in the chart that follows with 281 occupations chosen from the *1978 - 79 Occupational Outlook Handbook.* This table is designed as an exploratory tool to help you compare personal interests, capacities, abilities, and educational qualifications with characteristics usually associated with an occupation or group of occupations.

POLICE EMPLOYMENT OPPORTUNITIES. Booklet. Department of Labor, Employment and Training Administration. Government Printing Office. 1977. 15pp.

Source: DOL/ETA

Reports on a survey of job opportunities in 2,440 police agencies.

MANPOWER MAGAZINE. Monthly Periodical. Department of Labor, Manpower Administration. $15.30/year.

Source: GPO

This is the official journal of the Manpower Administration; past issues have covered topics such as basic education and job training, public service jobs, technical education and careers in industry. Book reviews and lists of publications are usually included.

WORKLIFE. Monthly Periodical. Department of Labor, Employment and Training Administration. $15.30/year.

Source: GPO

This is the official journal of the Employment and Training Administration. Past issues have covered topics such as nontraditional jobs exploration, older workers, CETA, flexitime and union apprenticeships. Book reviews and publications' lists are usually included.

DUAL CAREERS, A LONGITUDINAL STUDY OF THE LABOR MARKET EXPERIENCE OF WOMEN. Manpower R & D Monograph 21. Department of Labor, Manpower Administration.

Source: GPO

This report is composed of the following three volumes:

Volume 1. $3.55 ea.
Volume 2. $2.10 ea.
Volume 3. 1975. 191pp. $2.65 ea. S/N 029-000-00247-9.

In early 1965, the Center for Human Research, under a contract with the Department of Labor, began the planning of longitudinal studies of the labor market experience of four subsets of the U. S. population. The above three volumes focus on the older group of women.

GUIDE FOR OCCUPATIONAL EXPLORATION. Department of Labor, Employment and Training Administration. 1979. 715pp. $11.00 ea.

Source: GPO S/N 029-013-00080-2

The guide has been designed to help meet the need for more information on occupational fields and occupational requirements. The guide is intended for use both by vocational counselors and individuals themselves to assist with career and occupational exploration.

EMPLOYMENT REQUIREMENTS OF MASS TRANSIT. BLS Bulletin 1989. ETA R & D Monograph 58. Department of Labor, Bureau of Labor Statistics and Employment and Training Administration. 1978. 44pp. $2.30 ea.

Source: GPO S/N 029-001-02211-5

The Bureau of Labor Statistics, as part of its research on the employment requirements of Federal Programs, reviewed Federal aid for mass transit and selected the Massachusetts Bay Transportation Authority for a case study.

INCOME INEQUALITY AND EMPLOYMENT. R D Monograph 66. Booklet. Department of Labor, Employment and Training Administration. 1978. 60pp.

Source: DOL/ETA

This monograph is a review and analysis of over 50 research and development projects which have dealt with welfare recipients and the low-wage employed. The process by which welfare recipients move into the ranks of the employed, and the extent to which this is accomplished as a result of training programs, are examined.

EXPLORING CAREERS. Handbook. Department of Labor, Bureau of Labor Statistics. 1979. 550pp. $10.00 ea.

Source: GPO S/N 029-001-02224-7. Also available from DOL/BLS.

A career education resource designed and written for junior high students; older students will find this book useful also. It can be used in classrooms, career resource centers and youth programs and is packaged to facilitate either group or individual use. Titles of individual chapters are: The World of Work and You, Industrial Production Occupations; Office Occupations; Service Occupations; Education Occupations; Sales Occupations; Construction Occupations; Transportation Occupations; Scientific and Technical Occupations; Mechanics and Repairers; Health Occupations; Social Scientists; Social Service Occupations; Performing Arts, Design and Communications Occupations; Agriculture, Forestry, and Fishery Occupations. *Exploring Careers* can be purchased as: A single volume, $10.00 ea.; 15 separate booklets, one for each chapter, $2.00 ea.; a set of 15 booklets, $12.00 set, S/N 029-001-02225-5.

MEMO TO MATURE JOBSEEKERS. Pamphlet. Department of Labor, Employment and Training Administration. Government Printing Office. 1980.

Source: DOL/ETA

Provides suggestions for an effective job search.

A GUIDE TO COORDINATING CETA/VOCATIONAL EDUCATION LEGISLATION AFFECTING DISPLACED HOMEMAKER PROGRAMS. Department of Labor, Women's Bureau. 1979. 38pp.

Source: DOL/WB

PUBLICATIONS OF THE WOMEN'S BUREAU. Leaflet 10. Department of Labor, Women's Bureau. 1979. 9pp.

Source: DOL/WB

A CAREER AS A CORRECTIONAL OFFICER - AN OPPORTUNITY FOR A CHALLENGE. Announcement No. 431. Leaflet. Office of Personnel Management, Staffing Services. 1979.

Source: OPM

INDEX TO INFORMATION. Quarterly Periodical. Office of Personnel Management, Library.

Source: OPM

Provides a complete listing of information available from the Office of Personnel Management.

NATIONAL CENTER FOR SERVICE LEARNING. Information Kit. 1979. $5.00 ea.

Source: GPO S/N 056-000-00021-6

The National Center for Service Learning was founded in 1969 as the National Student Volunteer Program and is part of ACTION, the federal volunteer service agency. The Center provides free training programs, resource materials, and technical assistance to service learning and student volunteer programs in high schools and colleges across the country, and also conducts selected research studies on service learning. Enclosed in this kit is information on the publications and resource materials, training activities, and consultant services developed by the Center.

CAREER PROFILES IN FORESTRY, CONSERVATION, ECOLOGY, ENVIRONMENT MANAGEMENT. Department of Agriculture, Forest Service. 1977. 1977. 13pp. ill. $0.90 ea.

Source: GPO S/N 001-001-00423-5

SYNERGIST. Periodical. Action's National Center for Service - Learning. $5.00/year.

Source: GPO. Also available from ACTION.

Three times a year the National Center for Service-Learning publishes *Synergist* a 56 page technical journal for educators who work with programs that integrate course work

and community service. *Synergist* aims to demonstrate how service-learning in general, innovative projects and programs in particular, improve the quality of life for the least privileged members of society, and the quality of learning for all students. The 35,000 readers include secondary and post-secondary administrators and teachers as well as those involved in social change activities in the United States and 57 other countries. Indexes for *Synergist* are available for all years of publication as are reprints of selected articles. The *Synergist* and all NCSL resource materials are free. Libraries and profit-making institutions must pay the subscription fee.

JOBS FOR WHICH APPRENTICESHIPS ARE AVAILABLE. Booklet. Department of Labor, Bureau of Labor Statistics. 1976. Approx. 15pp.

Source: DOL/BLS

Lists occupations, qualifications and training, and employment trends to 1985.

ORDER FORM

ORDER FORM To: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402

Enclosed is $ _____ ☐ check,
☐ money order, or charge to my
Deposit Account No.
☐☐☐☐☐☐☐–☐

Order No._____

VISA®

master charge

Credit Card Orders Only

Total charges $_____ Fill in the boxes below.

Credit
Card No. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Expiration Date
Month/Year ☐☐☐☐

For Office Use Only

Quantity	Charges
..... Enclosed	.....
..... To be mailed	.....
..... Subscriptions	.....
Postage	.....
Foreign handling	.....
MMOB	.....
OPNR	.....
..... UPNS	
..... Discount	
Refund	

Name—First, Last

Company name or additional address line

Street address

City State ZIP Code

(or Country)

PLEASE PRINT OR TYPE

Stock No.	Quantity	Unit of Issue	List ID	Title	Unit Price	Total

WE REQUEST THAT YOU ORDER A MINIMUM OF $1.00 WORTH OF MATERIALS.

TOTAL ENCLOSED $

- Regulations require payment in advance of shipment of publications. Please make checks or money orders payable to the Superintendent of Documents.
- Shipping is by non-priority mail or United States Parcel Service. First class mailing is available at a higher rate. Contact us for rates if you desire this service. (202-783-3238)
- With the exception of specially priced publications and subscriptions and publications and subscriptions mailed to a third party, a discount of 25 percent is allowed on quantity purchases (100 or more copies of a single publication).
- *Please use separate forms for ordering publications and subscriptions.*
- When ordering ***publications***, type or print the stock number, unit of issue (see above), quantity, title, price, and total payment enclosed.
- When ordering ***subscriptions***, or single issues of subscriptions, type or print the stock number, quantity, title, price, List ID (when available), and total payment enclosed. Allow 2-6 weeks plus mailing time for processing.
- If shipment is incorrect, return the shipping documents for adjustment. DO NOT RETURN BOOKS UNTIL NOTIFIED TO DO SO. All claims must be submitted within six months.
- Call 202-783-3238 for publication information or for placing your Deposit Account, Visa or Master Charge order.

SHIP TO: (if different from above)

ZIP

ORDER FORM

Name_____

Position _____

Department _____

Organization _____

Address_____

City, State, Zip _____

Telephone ( )_____

Authorized signature _____

Master Charge and VISA accepted

☐ Master Charge ☐ Visa

Account Number_____

Expiration Date _____

☐ Purchase ☐ Rental* ☐Preview

Videocassette format _____

Equipment make and model_____

Title Number	Number of Prints	Price	TOTAL
Title: _____			
Title: _____			
Title: _____			
Title: _____			
Title: _____			

*Preferred date_____

*Alternate date_____
(or) First available date ☐

National AudioVisual Center

. . . a public service of your government

How to Order

Purchase

For invoicing, an official purchase order or letter on organizational letterhead is required.

For direct payment, please return the Order Form and make all checks or money orders payable to the National Archives Trust Fund (NAC).

Prices subject to change without notice. Most materials will be delivered sooner, but please allow 30 to 60 days for delivery.

Preview

Preview of 16mm films will be provided to qualified customers for purchase consideration.

Be fair, do not ask to preview unless you are authorized to buy and have funds for purchase.

Unless specifically noted, preview is not available for videocassettes, audio/slide sets, filmstrips, multi-media kits, or any materials other than selected 16mm films.

Rent

3 day use at rate indicated. Please order 30 days in advance. *Rental applies to purchase.*

Videocassette

All titles listed in videocassettes are available in all ½" and ¾" formats at the same price. Please specify the make and model number of your video playback equipment on your order so that we can supply the appropriate cassette.

Fill out completely and mail to:

National AudioVisual Center
National Archives and Records Service
General Services Administration
Order Section PS
Washington, D.C. 20409

*U S GOVERNMENT PRINTING OFFICE: 1980 325-217/6409